Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

# Message Text

UNCLASSIFIED

PAGE 01 STATE 029350

20
ORIGIN ARA-20

INFO OCT-01 ISO-00 AID-20 CIAE-00 COME-00 EB-11 FRB-02

INR-10 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 SPC-03

CIEP-02 LAB-06 SIL-01 OMB-01 USIA-15 AGR-20 SAM-01

NSC-10 SS-20 STR-08 CEA-02 PA-04 PRS-01 /178 R

DRAFTED BY ARA/ECP:EMCOHEN:MB
APPROVED BY ARA/ECP:WEKNEPPER
ARA/CAR:KNROGERS
EB/CBA:JSIMMONS
COMMERCE:OIM/BIC:WSLYNCH
COMMERCE:OIM/BIC:WHAIDAR
USIA:ILA:DBALBRIGHT
---------- 023969
R 131903Z FEB 74
FM SECSTATE WASHDC
TO AMEMBASSY KINGSTON

UNCLAS STATE 029350

E.O. 11652: N/A
TAGS:BEXP, AFSP, JM
SUBJECT: FY 1974 COMMERCIAL ACTION PROGRAM (CAP) - JAMAICA
REF: (A) KINGSTON 4293; (B) KINGSTON 4292

1. ACTION STAFF FOR JAMAICA CAP HAS BEEN ESTABLISHED AS FOLLOWS:

STATE: ARA/CAR, CHIEF OF JAMAICA POLITICAL/ECONOMIC AFFAIRS, KENNETH N. ROGERS; ARA/ECP, EDWARD M. COHEN, DEPUTY REGIONAL COMMERCIAL COORDINATOR; EB/CBA, LIAISON OFFICER FOR ARA, JOHN SIMMONS.

COMMERCE: OIM/BIC, DEPUTY ASSISTANT SECRETARY, WILLIAM S. LYNCH; JAMAICA COUNTRY SPECIALIST, WALTER HAIDAR.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 029350

USIA: ILA, JAMAICA PROGRAM OFFICER, D. BRUCE ALBRIGHT.

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

2. ACTION STAFF HAS REVIEWED EMBASSY'S PROPOSED CAP (REF A) AND PROVIDES FOLLOWING COMMENTS:

(A) CAP IS REALISTIC, RESOURCEFUL AND WELL-PREPARED. REGARDING PARA. 1 OF REF. (A), A COMMERCIAL OFFICER HAS RECENTLY BEEN ASSIGNED TO KINGSTON, AND IS SCHEDULED ARRIVE AT POST IN EARLY MARCH.

(B) WE ENDORSE OBJECTIVES ONE THROUGH THREE AND THE ACTIONS

LISTED THEREUNDER. COMMERCE LOOKS FORWARD TO RECEIVING THE ENVISAGED DESK STUDIES, TRADE OPPORTUNITY REPORTS AND OTHER INFORMATION. WE ENCOURAGE THE EMBASSY TO GIVE HIGHEST PRIORITY TO THE SUBMITTAL OF T.O. REPORTS; AND, TO UNDERSCORE THIS IN THE CAP ITSELF, WE PROPOSE THAT UNDER BOTH OBJECTIVES ONE AND TWO AN ADDITIONAL ACTION BE LISTED, READING: "PREPARE AND SUBMIT TRADE OPPORTUNITY REPORTS AS FREQUENTLY AS POSSIBLE."

(C) OBJECTIVE FOUR AND THE ACTIONS LISTED UNDER IT ARE EACH WELL WORTHWHILE, BUT ARE PHRASED TOO BROADLY FOR THE PURPOSES OF A CAP. WE PROPOSE THAT EACH OF THE ACTIONS LISTED UNDER OBJECTIVE FOUR BE RE-LISTED UNDER OBJECTIVES ONE, TWO AND THREE, ADAPTED IN EACH INSTANCE TO THE PARTICULAR NEEDS OF THE RESPECTIVE OBJECTIVE. FOR EXAMPLE, WHAT IS NOW LISTED AS ACTION ONE UNDER OBJECTIVE FOUR MIGHT BE LISTED UNDER OBJECTIVE ONE AS ACTION SIX, READING: "IN THE EMBASSY'S NEW COMMERCIAL NEWSLETTER, PUBLISH ARTICLES ON U.S. AGRICULTURAL EQUIPMENT, AND DISTRIBUTE THESE ARTICLES TO POTENTIAL CUSTOMERS FOR SUCH PRODUCTS. COMMERCE TO SUPPLY INFORMATION BY MARCH 31 FOR THESE ARTICLES." THE SAME KIND OF ACTION, SIMILARLY WORDED, MIGHT BE ADOPTED AS ACTION FOUR UNDER OBJECTIVE TWO. IT COULD ALSO READILY BE ADAPTED AS ACTION FIVE UNDER OBJECTIVE THREE, WORDED: "IN THE COMMERCIAL NEWSLETTER, PUBLISH ARTICLES ON GRAPHIC ARTS, PRINTING SUPPLIES AND OTHER THEMES BEING FEATURED IN COMING PROMOTIONAL EVENTS. COMMERCE TO SUPPLY INFORMATION FOR THESE ARTICLES AS EARLY AS POSSIBLE BEFORE EACH SCHEDULED EVENT." ONE MORE EXAMPLE MAY SERVE TO ILLUSTRATE
UNCLASSIFIED



THE WAYS THAT THE ACTIONS CURRENTLY LISTED UNDER OBJECTIVE FOUR COULD BE ADAPTED TO SUPPORT MORE FINELY-FOCUSSED OBJECTIVES: THE PRESENT ACTION TWO (UNDER OBJECTIVE FOUR) COULD BE INCORPORATED INTO OBJECTIVE ONE'S ACTION FOUR, BY INSERTING IN THE LATTER A STATEMENT TO THE EFFECT THAT PERSONAL CALLS WILL BE MADE ON POTENTIAL CUSTOMERS FOR U.S. AGRICULTURAL EQUIPMENT, NOT ONLY IN THE KINGSTON AREA BUT ALSO DURING FIELD TRIPS BY STAFF TO MONTEGO BAY AND/OR

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

OTHER APPROPRIATE AREAS.

(D) ASSUMING THAT THE ACTIONS CURRENTLY LISTED UNDER OBJECTIVE FOUR WILL INSTEAD BE PARCELED OUT AMONG THE PRECEDING OBJECTIVES, AS PROPOSED ABOVE, WE FURTHER PROPOSE THAT THE CURRENT OBJECTIVE FOUR BE REPLACED BY AN OBJECTIVE CALLING FOR INCREASED U.S. SALES OF A PARTICULAR TARGET INDUSTRY OR TARGET OF OPPORTUNITY. UNDER THIS NEW OBJECTIVE THERE SHOULD OF COURSE BE LISTED A NUMBER OF SPECIFIC ACTIONS TO BE UNDERTAKEN, ALONG THE LINES OF THE ACTIONS ALREADY LISTED OR PROPOSED FOR THE OTHER OBJECTIVES, AND PERHAPS OTHER KINDS OF ACTIONS DIRECTLY GEARED

TO SUPPORT THE NEW OBJECTIVE.

(E) REGARDING OBJECTIVE FIVE, WE BELIEVE IT COULD BE STRENGTHENED BY RESTATING IT AS FOLLOWS: "REALLOCATE EMBASSY'S AVAILABLE PHYSICAL, FINANCIAL AND MANPOWER RESOURCE SO AS TO IMPROVE AND INCREASE RESOURCES FOR COMMERCIAL EFFORTS." THE PRESENT ACTIONS ONE AND TWO, RELATING TO ONLY THE PHYSICAL RESOURCES, COULD BE RETAINED AS IS. ACTION THREE COULD ALSO BE RETAINED. WE NOTE FROM PARA. 2 OF REF. (A) THAT THE EMBASSY INTENDS TO REPROGRAM THE WORKLOADS OF TWO LOCAL EMPLOYEES SO AS TO UTILIZE THEM FOR HIGHER-PRIORITY ACTIVITIES THAN HERETOFORE; ACCORDINGLY, WE PROPOSE THAT THIS REPROGRAMMING BE LISTED AS AN ADDITIONAL ACTION UNDER THE PROPOSED NEW STATEMENT OF OBJECTIVE FIVE. WE ENCOURAGE THE EMBASSY TO GIVE CONSIDERATION TO POSSIBLE OTHER WAYS AND MEANS TO REPROGRAM ITS AVAILABLE RESOURCES SO AS TO SUPPORT THIS REVISED OBJECTIVE, AND, IF WAYS AND MEANS ARE FOUND, TO LIST THEM AS FURTHER ADDITIONAL ACTIONS HERE. WE ASSUME THAT THE RECENT INCREASES IN STATE'S FY 1974 ALLOTMENTS FOR THE EMBASSY'S COMMERCIAL
UNCLASSIFIED

UNCLASSIFIED



ACTIVITIES (DS-150-A, CHANGE NUMBER 1, DEC. 28, 1973) WILL FACILITATE EFFORTS TO REPROGRAM.

(F) EMBASSY SHOULD BE AWARE THAT ITS CAP (COMMERCIAL ACTION PROGRAM) IS NOT (REPEAT NOT) A CCP (COMPREHENSIVE COMMERCIAL PROGRAM); THE LATTER IS A MUCH BROADER AND MORE DETAILED KIND OF PROGRAM, SUCH AS WAS PREPARED ON A PILOT BASIS FOR COLOMBIA IN FY 1974 AND IS TO BE PREPARED FOR SELECTED OTHER RELATIVELY LARGE COUNTRIES IN FY 1975. FOR SMALLER COUNTRIES SUCH AS JAMAICA THE PROGRAMS (CAP'S) ARE NOT INTENDED TO BE AS ALL-EMBRACING AS ARE THE CCP'S. THERE IS NO REQUIREMENT FOR THE EMBASSY TO SEEK TO PREPARE A CCP FOR FY 1975, AS IT INDICATES IN PARA. 6 OF REF. (A) THAT IT WILL SEEK TO DO. RATHER, THE EMBASSY WILL BE ASKED TO PREPARE ONLY A CAP FOR FY 1975, ALONG THE LINES

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

OF THE PROGRAM REVIEWED ABOVE. INSTRUCTIONS REGARDING THIS WILL BE CIRCULATED SHORTLY.

3. THE ACTION STAFF LOOKS FORWARD TO RECEIVING THE EMBASSY'S RESPONSES TO THE SUBSTANTIVE POINTS RAISED ABOVE. WE ALSO LOOK FORWARD TO RECEIVING THE MONTHLY REPORTS OF THE TASK FORCE ESTABLISHED BY THE EMBASSY (REFTEL B), AND WE-ENCOURAGE THE EMBASSY TO COMMUNICATE WITH EACH OR ANY OF US WHENEVER THE EMBASSY FEELS A NEED FOR SPECIAL SUPPORT IN WASHINGTON ON A MATTER OF IMPORTANCE FOR THE SUCCESS OF ITS COMMERCIAL ENDEAVORS. KISSINGER

UNCLASSIFIED

NNN

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

# Message Attributes

**Automatic Decaptioning:** X
**Capture Date:** 01 JAN 1994
**Channel Indicators:** n/a
**Current Classification:** UNCLASSIFIED
**Concepts:** n/a
**Control Number:** n/a
**Copy:** SINGLE
**Draft Date:** 13 FEB 1974
**Decaption Date:** 01 JAN 1960
**Decaption Note:**
**Disposition Action:** n/a
**Disposition Approved on Date:**
**Disposition Authority:** n/a
**Disposition Case Number:** n/a
**Disposition Comment:**
**Disposition Date:** 01 JAN 1960
**Disposition Event:**
**Disposition History:** n/a
**Disposition Reason:**
**Disposition Remarks:**
**Document Number:** 1974STATE029350
**Document Source:** CORE
**Document Unique ID:** 00
**Drafter:** EMCOHEN:MB
**Enclosure:** n/a
**Executive Order:** N/A
**Errors:** N/A
**Film Number:** n/a
**From:** STATE
**Handling Restrictions:** n/a
**Image Path:**
**ISecure:** 1
**Legacy Key:** link1974/newtext/t19740235/aaaabgox.tel
**Line Count:** 180
**Locator:** TEXT ON-LINE
**Office:** ORIGIN ARA
**Original Classification:** UNCLASSIFIED
**Original Handling Restrictions:** n/a
**Original Previous Classification:** n/a
**Original Previous Handling Restrictions:** n/a
**Page Count:** 4
**Previous Channel Indicators:**
**Previous Classification:** n/a
**Previous Handling Restrictions:** n/a
**Reference:** (A) KINGSTON 4293; (B) KINGSTON 4292
**Review Action:** RELEASED, APPROVED
**Review Authority:** shawdg
**Review Comment:** n/a
**Review Content Flags:**
**Review Date:** 25 FEB 2002
**Review Event:**
**Review Exemptions:** n/a
**Review History:** RELEASED <25 FEB 2002 by elbezefj>; APPROVED <29 NOV 2002 by shawdg>
**Review Markings:**

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

**Review Media Identifier:**
**Review Referrals:** n/a
**Review Release Date:** n/a
**Review Release Event:** n/a
**Review Transfer Date:**
**Review Withdrawn Fields:** n/a
**Secure:** OPEN
**Status:** NATIVE
**Subject:** FY 1974 COMMERCIAL ACTION PROGRAM (CAP) - JAMAICA
**TAGS:** BEXP, AFSP, JM
**To:** KINGSTON
**Type:** TE
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005